

SUPPORT FOR THE AMENDMENT

Support for claim 9 is found in paragraph [0011] of the specification. Support for claim 10 is found in paragraph [0012] of the specification. Support for claim 11 is found in paragraph [0021] of the specification. Support for claim 12 is found in paragraph [0021] of the specification. Support for claim 13 is found in paragraph [0025] of the specification. Support for claims 14-15 is found in paragraph [0027] of the specification. Support for claims 16-17 is found in paragraph [0028] of the specification. Support for claim 18 is found in paragraph [0029] of the specification. Support for claim 19 is found in paragraph [0032] of the specification. Support for claim 20 is found in paragraph [0021] of the specification. Support for claim 21 is found in paragraph [0007] of the specification. Support for claim 22 is found in paragraph [0008] of the specification. Support for claim 23 is found in paragraph [0013] of the specification. Support for claim 24 is found in paragraph [0012] of the specification. Support for claim 25 is found in paragraph [0015] of the specification. No new matter would be added to this application by entry of this amendment.

Upon entry of this amendment, claims 2-5 and 7-25 will now be active in this application.

### REQUEST FOR RECONSIDERATION

The claimed invention is directed to a dentifrice composition.

Applicants wish to thank examiners Welter and Blanchard for the helpful and courteous discussion held with their U.S. representative on August 26, 2010. At that time, applicants' U.S. representative argued an enhancement in foam quantity and quality resulting from the combination of powder cellulose, surfactant and granules of specific size, noting the evidence appearing in tables 5 and 6 of the specification. The examiners questioned whether evidence from a single example was commensurate in scope for the claims. The following is intended to expand upon the results of the discussion with the examiner.

Dentifrice compositions are used to remove plaque and stains on teeth. Foaming performance in terms of quantity and quality is also of interest. Dentifrice compositions exhibiting good foaming properties are sought.

The claimed invention addresses this problem by providing a dentifrice composition comprising powder cellulose, a surfactant and granules of a specified size. Applicants have discovered that such a combination provides for enhanced foaming performance in a dentifrice composition.

As evidence of the enhancement in foaming performance, applicants have conducted additional testing, submitted in the form of the declaration of Mr. Hidenori Yoshida, a named inventor of the above-identified application. Toothpaste compositions were prepared but with variations in the content and nature of surfactant and silica granules as detailed in the table below. The foaming quality and quantity was analyzed using the techniques reported in example 15 of the specification. The data along with the data from example 15 and comparative example 7 from the specification is reproduced below:

	surfactant	Silica granules	Foam volume <sup>a</sup>	Texture of Foam	Wateriness of Foam	Viscosity of Foam	Foaming Property
15	Sodium lauryl sulfate 1.5 wt.%	Silica granules 2.5 wt.% 200 µm	61	5	6	3	3
1	Sodium lauryl sulfate 1.5 wt.%	2.5 wt.% 100 µm	65	7	6	4	4
2	Sodium lauryl sulfate 1.5 wt.%	2.5 wt.% 400 µm	60	4	5	4	6
3	Sodium lauryl sulfate 0.2 wt.%	2.5 wt.% 200 µm	58	3	5	3	4
4	PEO (200) PPO(40)block copolymer type nonionic surfactant (HLB 16) 4.5 wt.%	2.5 wt.% 200 µm	58	4	6	3	6
6	Sodium lauryl sulfate 1.5 wt.%	25.0 wt.% 200 µm	63	6	7	5	6
7	Acyl amino acid salt 1.5 wt.%	2.5 wt.% 200 µm	57	4	5	3	4
C ex 7	Sodium lauryl sulfate 1.5 wt.%	-	56	-1	4	1	2

<sup>a</sup> mL of foam after 1 minute

The data provides evidence of an enhancement in foaming quantity and quality for the combination of surfactant, powdered cellulose and silica of specified size for a breadth of composition in which the surfactant content is ranged from 1.5-4.5 wt. %, the nature of the surfactant is demonstrated for anionic and nonionic surfactants and for a content of silica granules ranging from 2.5 to 25.5 wt. % and particle size range of 100 to 200 µm. Such evidence is offered in rebuttal to any *prima facie* case of obviousness.

The rejection of claim 2 under 35 U.S.C. §103(a) over Koichi et al. JP 2003-081796 or JP 11-199456 in view of Satoshi et al. JP 01-299211 is respectfully traversed.

None of the cited references disclose or suggest an enhancement in foam quantity and quality resulting from the combination of powdered cellulose, surfactant and granules of specified size.

Each of Koichi et al. JP '796 and JP '456 have been cited for disclosing the combination of powdered cellulose and surfactant but in **the absence of granules** of specified size (page 8 of official action).

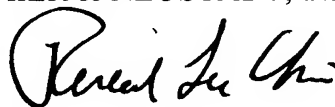
Even though Satoshi et al. has been cited for disclosing dentifrice granules which are added in order to provide a detectable mouth feel and feeling of a cleaning effect (see abstract), there is no disclosure or suggestion of any effect on foaming. Thus, there is no suggestion of **an enhancement** in foaming properties resulting from the combination of granules with powdered cellulose and surfactant. Applicants have provided evidence above of an enhancement in foam quality and quantity resulting from the claimed combination. Since the cited art fails to have combined the three claimed components and fails to identify any effect on foaming from dentifrice granules, there is no suggestion of an enhancement in foaming quality and quantity from the combination. Accordingly the claimed invention would not have been obvious and accordingly, withdrawal of the rejection under 35 U.S.C. §103(a) is respectfully requested.

The remaining rejections of claim 1 are believed to be moot as claim 1 has been canceled without prejudice to its further prosecution in a continuation application.

Applicants submit that this application is now in condition for allowance and early notification of such action is earnestly solicited.

Respectfully submitted,

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